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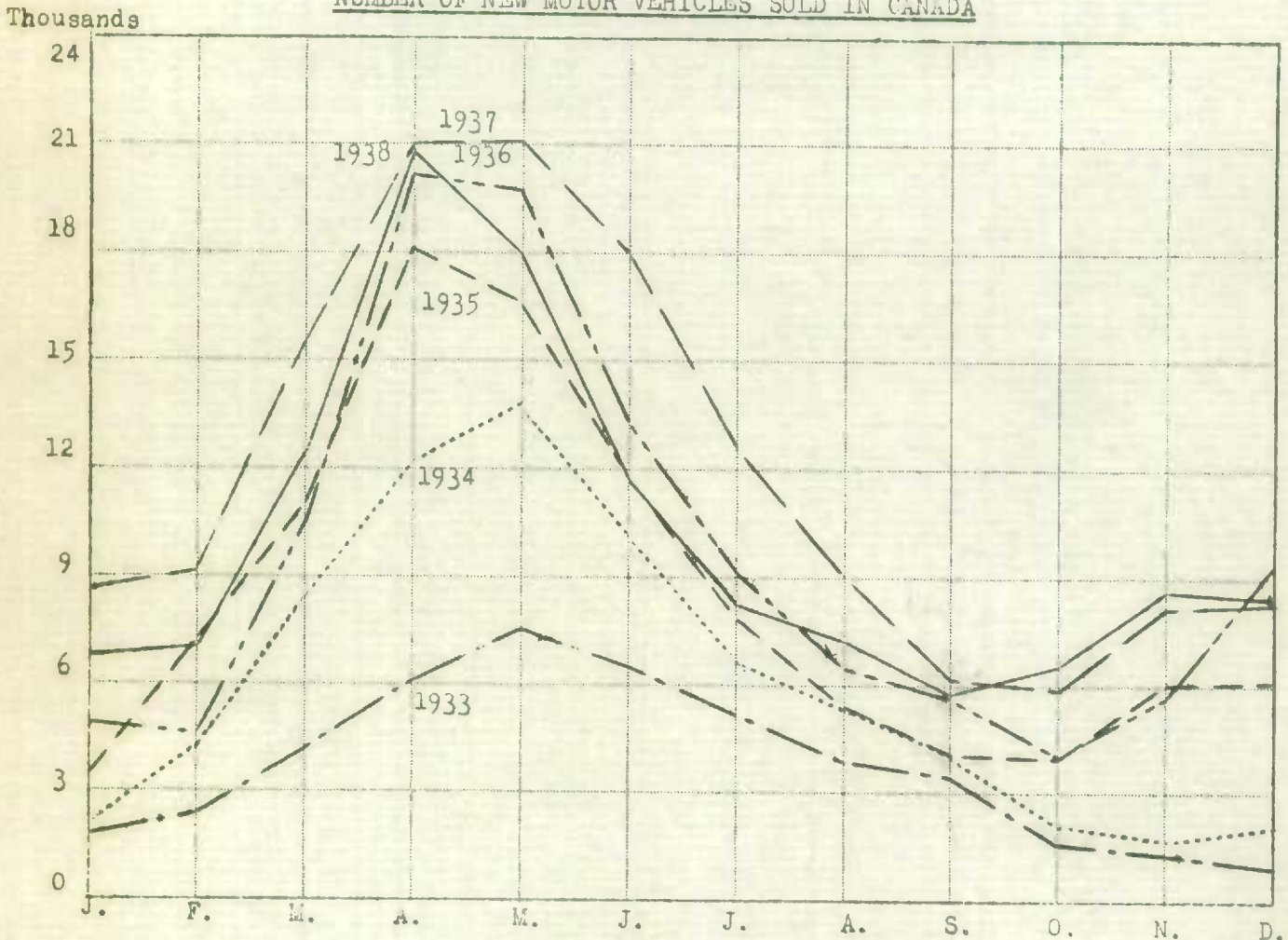
MONTHLY SALES OF NEW MOTOR VEHICLES IN CANADA, DECEMBER, 1938

Sales of new motor vehicles in Canada during December, 1938 numbered 8,453 with a retail value of \$9,475,257, an increase of 2 per cent in number and 5 per cent in retail value over the 8,292 vehicles which retailed for \$9,043,174 in December, 1937. Contrary to the usual seasonal trend for the past few years, December sales were down 2 per cent from November. The decline in December, 1938 is a reflection of the earlier introduction of new models and the consequent higher volume of sales in October and November. Total sales of new motor vehicles for the year 1938 showed a decrease of 16 per cent in number and 9 per cent in value from 1937. Sales in 1938 numbered 121,411 compared with 144,441 for 1937.

The improvement in new passenger car sales over the corresponding month in 1937, which commenced in October, was continued in November and December. There were 7,342 new passenger cars retailed for \$8,121,472, in December, 1938, an increase of 10 per cent in number and 13 per cent in value over December, 1937, when 6,680 cars sold for \$7,209,629. The only province to register a decrease from 1937 was Ontario, where the sales of new passenger cars were 3 per cent less than in December, 1937. Sales in the Maritime provinces were practically unchanged while all other provinces showed improvement. New passenger car sales increased 5 per cent in Manitoba, 8 per cent in Quebec, 59 per cent in British Columbia, while Saskatchewan and Alberta again led with increases over 1937 of 67 per cent and 96 per cent respectively.

Sales of new trucks and buses continued considerably under the 1937 level. There were 1,111 new trucks and buses sold during December, 1938, a decrease of 31 per cent from the 1,612 which were sold in December, 1937. Saskatchewan and Alberta continued to be the only provinces to show improvement over 1937, with increases of 35 per cent in Saskatchewan and 9 per cent in Alberta over the number of trucks and buses sold in December, 1937. Marked decreases were evident in all other sections. Sales in the Maritime provinces were down 21 per cent; in Quebec, 25 per cent; in Ontario, 32 per cent; in British Columbia, 60 per cent; and in Manitoba, 70 per cent.

NUMBER OF NEW MOTOR VEHICLES SOLD IN CANADA



NEW MOTOR VEHICLE SALES IN CANADA

1936 - 1938

(Figures for the current year are subject to final revision)

Month	Number of Vehicles				Retail Value			
	1936	1937	1938	% of Change, 1938/37	1936	1937	1938	% of Change, 1938/37
					\$	\$	\$	
New Passenger Cars								
January...	4,145	7,228	5,371	- 25.7	4,201,602	7,363,444	5,913,970	- 19.7
February..	3,600	7,327	5,605	- 23.5	3,706,474	8,318,731	6,179,869	- 15.6
March.....	8,500	13,636	9,845	- 27.8	8,783,723	13,841,826	10,791,638	- 22.0
April.....	16,831	17,147	16,810	- 2.0	17,181,644	17,213,209	18,534,990	+ 7.7
May.....	16,387	16,944	14,157	- 16.4	16,701,285	17,097,352	15,500,274	- 9.3
June.....	10,800	14,380	9,235	- 35.8	11,151,963	14,402,071	10,108,745	- 29.8
July.....	7,132	9,459	6,206	- 34.4	7,283,923	9,463,005	6,714,650	- 29.0
August....	4,891	6,344	4,591	- 27.6	5,085,806	6,595,751	4,962,613	- 24.8
September.	4,008	3,923	3,832	- 2.3	4,320,207	4,134,100	4,219,789	+ 2.1
October...	2,825	4,356	5,392	+ 23.8	3,207,900	4,730,961	5,824,172	+ 23.1
November..	4,881	6,851	7,586	+ 10.7	5,280,251	7,516,255	8,390,758	+ 11.6
December..	8,287	6,680	7,342	+ 9.9	8,498,421	7,209,629	8,121,472	+ 12.6
12 months.	92,287	114,275	95,972	- 16.0	95,403,199	116,826,334	105,262,940	- 9.9

New Trucks and Buses								
January...	790	1,429	1,459	+ 2.1	819,732	1,482,590	1,772,160	+ 19.5
February..	1,048	1,875	1,479	- 21.1	1,081,617	1,915,342	1,695,283	- 11.5
March.....	2,000	2,843	2,476	- 12.9	2,142,594	2,881,519	2,712,406	- 5.9
April.....	3,351	3,873	3,962	+ 2.3	3,300,685	3,899,506	4,535,486	+ 16.3
May.....	3,385	4,099	3,820	- 6.8	3,371,216	4,356,090	4,491,075	+ 3.1
June.....	2,526	3,617	2,389	- 34.0	2,882,639	3,842,926	2,883,977	- 25.0
July.....	1,760	3,067	2,067	- 32.6	1,856,462	3,347,849	2,500,424	- 25.3
August....	1,575	2,730	2,613	- 4.3	1,714,941	2,926,082	3,055,407	+ 4.4
September.	1,584	2,229	1,879	- 15.7	1,644,289	2,504,529	2,346,589	- 6.3
October...	1,196	1,491	1,124	- 24.6	1,382,575	1,821,300	1,337,311	- 26.6
November..	724	1,301	1,060	- 18.5	820,903	1,472,915	1,334,738	- 9.4
December..	1,088	1,612	1,111	- 31.1	1,161,944	1,833,545	1,353,785	- 26.2
12 months.	21,027	30,166	25,439	- 15.7	22,179,597	32,284,193	30,018,641	- 7.0

TOTAL - Cars, Trucks and Buses								
January...	4,935	8,657	6,830	- 21.1	5,021,334	8,846,034	7,686,130	- 13.1
February..	4,648	9,202	7,084	- 23.0	4,788,091	9,234,073	7,875,152	- 14.7
March.....	10,500	16,479	12,321	- 25.2	10,926,317	16,723,345	13,504,044	- 19.3
April.....	20,182	21,020	20,772	- 1.2	20,482,392	21,112,715	23,070,476	+ 9.3
May.....	19,772	21,043	17,977	- 14.6	20,072,501	21,453,442	19,991,349	- 6.8
June.....	13,326	17,997	11,624	- 35.4	14,034,602	18,244,997	12,992,722	- 28.8
July.....	8,892	12,526	8,273	- 34.0	9,140,385	12,310,854	9,215,074	- 28.1
August....	6,466	9,074	7,204	- 20.6	6,800,747	9,521,833	8,018,020	- 15.8
September.	5,592	6,152	5,711	- 7.2	5,964,496	6,638,629	6,566,378	- 1.1
October...	4,021	5,847	6,516	+ 11.4	4,590,475	6,552,261	7,161,483	+ 9.3
November..	5,605	8,152	8,646	+ 6.1	6,101,154	8,989,170	9,725,496	+ 8.2
December..	9,375	8,292	8,453	+ 1.9	9,660,365	9,043,174	9,475,257	+ 4.8
12 months.	113,314	144,441	121,411	- 15.9	117,582,796	149,170,527	135,281,581	- 9.3

SALES OF NEW PASSENGER CARS IN CANADA, BY PROVINCES

Month	C A N A D A				M A R I T I M E P R O V I N C E S				Q U E B E C				O N T A R I O			
	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total
November, 1937	6,851	100.0	7,516,255	100.0	383	5.6	411,654	5.5	1,513	22.1	1,713,598	22.8	3,602	52.6	3,932,241	52.3
November, 1938	7,586	100.0	8,390,758	100.0	339	4.5	358,782	4.3	1,339	17.7	1,551,161	18.5	4,407	58.1	4,859,070	57.9
% Change 1938/7	+10.7	-	+11.6	-	-11.5	-	-12.8	-	-11.5	-	-9.5	-	+22.3	-	+23.6	-
December, 1937	6,680	100.0	7,209,629	100.0	263	3.9	287,037	4.0	947	14.2	1,083,609	15.0	4,309	64.5	4,593,483	63.7
December, 1938	7,342	100.0	8,121,472	100.0	262	3.5	279,993	3.5	1,026	14.0	1,195,609	14.7	4,191	57.1	4,650,120	57.3
% Change 1938/7	+9.9	-	+12.6	-	-0.4	-	-2.5	-	+8.3	-	+10.3	-	-2.7	-	+1.2	-
Jan.-Dec., 1937	114,275	100.0	116,886,334	100.0	9,208	8.1	9,235,713	7.9	22,658	19.8	23,721,143	20.3	55,504	48.6	56,914,116	48.7
Jan.-Dec., 1938	95,972	100.0	105,262,940	100.0	7,217	7.5	7,764,241	7.4	18,156	18.9	20,684,363	19.6	47,575	49.6	52,129,050	49.5
% Change 1938/7	-16.0	-	-9.9	-	-21.6	-	-15.9	-	-19.9	-	-12.8	-	-14.3	-	-8.4	-

Month	M A N I T O B A				S A S K A T C H E W A N				A L B E R T A				B R I T I S H C O L U M B I A			
	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total
November, 1937	346	5.0	381,585	5.1	129	1.9	134,634	1.3	414	6.0	445,680	5.9	464	6.8	496,863	6.6
November, 1938	246	3.2	270,732	3.2	218	2.9	234,227	2.8	640	8.4	684,460	8.1	397	5.2	432,326	5.2
% Change 1938/7	-28.9	-	-29.1	-	+69.0	-	+74.0	-	+54.6	-	+53.6	-	-14.4	-	-13.0	-
December, 1937	243	3.6	265,580	3.7	111	1.7	119,341	1.7	378	5.7	402,705	5.6	429	6.4	457,874	6.3
December, 1938	256	3.5	284,096	3.5	185	2.5	197,506	2.4	741	10.1	781,957	9.6	681	9.3	732,191	9.0
% Change 1938/7	+5.3	-	+7.0	-	+66.7	-	+65.5	-	+96.0	-	+94.2	-	+58.7	-	+59.9	-
Jan.-Dec., 1937	6,219	5.4	6,275,284	5.4	5,704	5.0	5,651,996	4.8	6,811	6.0	6,861,696	5.9	8,171	7.1	8,226,386	7.0
Jan.-Dec., 1938	5,584	5.8	6,013,722	5.7	3,754	3.9	3,966,704	3.8	7,556	7.9	8,081,051	7.7	6,130	6.4	6,623,809	6.3
% Change 1938/7	-10.2	-	-4.2	-	-34.2	-	-29.8	-	+10.9	-	+17.8	-	-25.0	-	-19.5	-

SALES OF NEW TRUCKS AND BUSES IN CANADA, BY PROVINCES

Month	C A N A D A				M A R I T I M E P R O V I N C E S				Q U E B E C				O N T A R I O			
	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total
November, 1937	1,301	100.0	1,472,915	100.0	78	6.0	78,756	5.4	296	22.8	324,083	22.0	553	42.5	652,863	44.3
November, 1938	1,060	100.0	1,334,738	100.0	64	6.0	64,877	4.9	203	19.2	241,851	18.1	477	45.0	634,794	47.5
% Change 1938/7	-18.5	-	- 9.4	-	-17.9	-	-17.6	-	-31.4	-	-25.4	-	-13.7	-	- 2.8	-
December, 1937	1,612	100.0	1,833,545	100.0	91	5.7	101,199	5.5	257	15.9	323,499	17.6	851	52.8	951,290	51.9
December, 1938	1,111	100.0	1,353,785	100.0	72	6.5	79,155	5.8	193	17.4	250,010	18.5	575	51.7	698,331	51.6
% Change 1938/7	-31.1	-	-26.2	-	-20.9	-	-21.8	-	-24.9	-	-22.7	-	-32.4	-	-26.6	-
Jan.-Dec., 1937	30,166	100.0	32,284,193	100.0	3,757	12.5	3,764,943	11.7	6,774	22.5	7,360,057	22.8	11,199	37.1	12,017,089	37.2
Jan.-Dec., 1938	25,439	100.0	30,018,641	100.0	2,513	9.9	2,738,405	9.1	4,933	19.4	5,996,857	20.0	9,016	35.4	11,015,986	36.7
% Change 1938/7	-15.7	-	- 7.0	-	-33.1	-	-27.3	-	-27.2	-	-18.5	-	-19.5	-	- 8.3	-

Month	M A N I T O B A				S A S K A T C H E W A N				A L B E R T A				B R I T I S H C O L U M B I A			
	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total
November, 1937	106	8.1	117,374	8.0	39	3.0	40,323	2.7	123	9.5	125,640	8.5	106	8.1	133,876	9.1
November, 1938	64	6.0	73,702	5.5	51	4.8	60,965	4.6	129	12.2	155,587	11.7	72	6.8	102,962	7.7
% Change 1938/7	-39.6	-	-37.2	-	+30.8	-	+51.2	-	+ 4.9	-	+23.8	-	-32.1	-	-23.1	-
December, 1937	105	6.5	114,799	6.3	29	1.8	28,274	1.5	128	7.9	135,727	7.4	151	9.4	178,757	9.8
December, 1938	32	2.9	31,717	2.3	39	3.5	42,259	3.1	139	12.5	152,566	11.3	61	5.5	99,747	7.4
% Change 1938/7	-69.5	-	-72.4	-	+34.5	-	+49.5	-	+ 8.6	-	+12.4	-	-59.6	-	-44.2	-
Jan.-Dec., 1937	2,243	7.4	2,311,460	7.2	1,397	4.6	1,361,129	4.2	2,133	7.1	2,201,909	6.8	2,663	8.8	3,267,606	10.1
Jan.-Dec., 1938	2,219	8.7	2,425,631	8.1	2,001	7.9	2,162,665	7.2	2,994	11.8	3,420,693	11.4	1,763	6.9	2,258,404	7.5
% Change 1938/7	- 1.1	-	+ 4.9	-	+43.2	-	+58.9	-	+40.4	-	+55.4	-	-33.8	-	-30.9	-

SALES OF NEW MOTOR VEHICLES(x) IN CANADA, BY PROVINCES
(Figures for current year are subject to final revision)

Month	C A N A D A				M A R I T I M E P R O V I N C E S				Q U E B E C				O N T A R I O			
	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total
November, 1937	8,152	100.0	8,989,170	100.0	461	5.6	490,410	5.5	1,809	22.2	2,037,681	22.7	4,155	51.0	4,585,104	51.0
November, 1938	8,646	100.0	9,725,496	100.0	403	4.7	423,659	4.4	1,542	17.8	1,793,012	18.4	4,884	56.5	5,493,864	56.5
% Change 1938/7	+ 6.1	-	+ 8.2	-	-12.6	-	-13.6	-	-14.8	-	-12.0	-	+17.5	-	+19.8	-
December, 1937	8,292	100.0	9,043,174	100.0	354	4.3	388,236	4.3	1,204	14.5	1,407,108	15.6	5,160	62.2	5,544,773	61.3
December, 1938	8,453	100.0	9,475,257	100.0	334	4.0	359,148	3.8	1,219	14.4	1,445,619	15.3	4,766	56.4	5,348,451	56.4
% Change 1938/7	+ 1.9	-	+ 4.8	-	- 5.6	-	- 7.5	-	+ 1.2	-	+ 2.7	-	- 7.6	-	- 3.5	-
Jan.-Dec., 1937	144,441	100.0	149,170,527	100.0	12,965	9.0	13,000,656	8.7	29,432	20.4	31,081,200	20.8	66,703	46.2	68,931,205	46.2
Jan.-Dec., 1938	121,411	100.0	135,281,581	100.0	9,730	8.0	10,502,646	7.8	23,089	19.0	26,681,220	19.7	56,591	46.6	63,145,036	46.7
% Change 1938/7	-15.9	-	- 9.3	-	-25.0	-	-19.2	-	-21.6	-	-14.2	-	-15.2	-	- 8.4	-

Month	M A N I T O B A				S A S K A T C H E W A N				A L B E R T A				B R I T I S H C O L U M B I A			
	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total	No.	% Dom. Total	Retail Value	% Dom. Total
November, 1937	452	5.5	498,959	5.5	168	2.1	174,957	1.9	537	6.6	571,320	6.4	570	7.0	630,739	7.0
November, 1938	310	3.6	344,434	3.6	269	3.1	295,192	3.0	769	8.9	840,047	8.6	469	5.4	535,288	5.5
% Change 1938/7	-31.4	-	-31.0	-	+60.1	-	+68.7	-	+43.2	-	+47.0	-	-17.7	-	-15.1	-
December, 1937	348	4.2	380,379	4.2	140	1.7	147,615	1.6	506	6.1	538,432	6.0	580	7.0	636,631	7.0
December, 1938	288	3.4	315,813	3.3	224	2.6	239,765	2.5	880	10.4	934,523	9.9	742	8.8	831,938	8.8
% Change 1938/7	-17.2	-	-17.0	-	+60.0	-	+62.4	-	+73.9	-	+73.6	-	+27.9	-	+30.7	-
Jan.-Dec., 1937	8,462	5.8	8,586,744	5.8	7,101	4.9	7,013,125	4.7	8,944	6.2	9,063,605	6.1	10,834	7.5	11,493,992	7.7
Jan.-Dec., 1938	7,803	6.4	8,439,353	6.2	5,755	4.8	6,129,369	4.5	10,550	8.7	11,501,744	8.5	7,893	6.5	8,882,213	6.6
% Change 1938/7	- 7.8	-	- 1.7	-	-19.0	-	-12.6	-	+18.0	-	+26.9	-	-27.1	-	-22.7	-

(x) Includes passenger cars, trucks and buses.

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